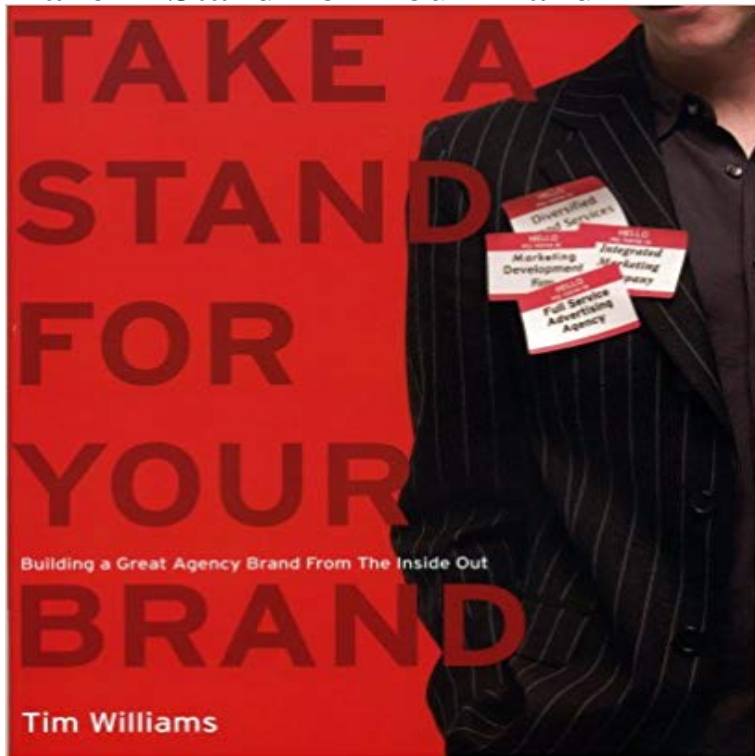


Take A Stand For Your Brand



Agencies need to do for themselves what they do for their clients: build a distinctive brand. But they are usually so eager to be a - full-service integrated agency - that they try to stand for everything. Take a Stand for Your Brand shows how agencies can develop a clear positioning that builds on the agency's unique strengths, differentiates the agency in the marketplace, and makes the agency more intensely appealing to prospective clients.

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Every successful brand has managed to communicate its company's core beliefs, attitudes and what the company stands for to its target **The Book Take A Stand For Your Brand** Take a Stand for Your Brand has 16 ratings and 1 review. Mikeverville said: A great book for advertising companies on how to market and brand their own c **Endorsements Take A Stand For Your Brand** This is probably the greatest positive of a brand taking a stand: it shows your company's conviction. Current customers and potential consumers **Brand Management - Take a Stand for Your Brand : MarketingProfs** Ranked by Amazon as one of the top ten books on brand building, with 5-star rating customer reviews. When it comes to knowing how to create an environment **Build Your Agency's Brand - HOW Design** Enjoy a \$1.00 reward to spend on movies or TV on Amazon Video when you purchase any Amazon Kindle Book from the Kindle Store (excluding Kindle **In 2017, your brand needs to take a stand IdealX** Take A Stand For Your Brand. Thursday, May 31, 2012. 5e4432a23f5d8b8b72b6f0a806442fa2 Every day we are inundated with more

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